

# MKS

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The Steel Dynamics, Inc. Keith Busse  
Technology Center

Do  
Green  
Products  
Send Energy \$\$  
Out the Window?

## KINDER POSTS

The building industry has made significant progress over the last decade or so in providing green products and materials. Numerous years of history and experience are now available, providing suppliers and manufacturers a record to back up performance claims.

A critical challenge any prospective building owner will face in meeting their green initiatives is product selection. With an onslaught of new products daily, choosing the right item at the right price will become an area of concern for anyone considering sustainable construction.

An owner finds themselves positioned uncomfortably between innovation and risk. They desire to build a high-efficiency facility, but want assurance the structure performs its' most basic functions without problems or liabilities.

Before considering any new green product, an owner should ask these questions:

- Will it perform the function needed?
- Is it at least as good as conventional products?
- Does it meet building codes?
- Is it easily available?
- If it fails, are replacement parts available?
- Does it cost more than conventional products?
- Is risk or liability potentially higher when using this product?
- Are life-cycle costs higher with this product?
- Are skilled installers available?
- Are the benefits worth the investment?

Asking these ten questions, and partnering with experienced Design Builder Michael Kinder & Sons, will help in filtering out those products which produce results from others who simply claim to be green.

Your building, sustainable and dependable...the Kinder Way.

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